AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-73.   (Canceled)

74.   (New) A system for presenting customized information at an electronic commerce site, comprising:

a database storing information relating to products offered by a vendor at an electronic commerce site;

an administrative application that provides an administrator with an interface to view said information relating to said products and to store in said database configuration data that defines a custom store that provides customers with a restricted set of said products and/or non-standard pricing for said products; and

a custom store application that is responsive to a request for access to said electronic commerce site to determine whether said request originated from a predetermined host, and for dynamically generating and returning a custom store page based upon said configuration data if the request originated from said predetermined host.

75.   (New) The system of claim 74, wherein said custom store application makes said determination by examining a referrer header field in an HTTP request.

76.   (New) The system of claim 74, further including a reconciliation application that determines whether said configuration data includes information relating to products that have become obsolete, and provides notification to the administrator if such information is included in the configuration data.

77.   (New) The system of claim 74, wherein said database stores standard prices for said products and said configuration data includes discount pricing information, and wherein said custom store application automatically calculates discounted prices from said stored standard prices for display on said custom store page.

78.   (New) The system of claim 74 wherein said database stores configuration data for a plurality of different custom stores, and wherein said custom store application selects configuration data that is associated with said predetermined host to generate and return said custom store page.

79.   (New) The system of claim 78 wherein said request includes an identification of the custom store to be selected.

80.   (New) The system of claim 79 wherein said identification is contained in a referrer header field of the request.